Rep Order#
EC'd Yes 6837381 Ver# I Mod# 0 Status Confirmed Traffic Order# 104859 Last Received: 07/.
Showing Buylines: All Lines

Printed: 07/27/2 07/27/2012 1:29 PM 07/27/2012 2:44 PM

1 of

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Rep Firm Sales Office (Salesperson (

) PHILADELPHIA) AMY MCCREARY

Salesperson Phone# Salesperson FAX# 215-568-6540 215-568-1845

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ADD 9	
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Phone# Fax# Buyer

Station KSNV-TV LAS VEGAS, NV.

Advertiser () BERKLEY FOR SENATE

Product BERKLEY FOR SENATE

Estimate# 30S

MICHAEL D'ETTORRE

Agency C/P1/P2/E
Flight Dates (Hiatus Weeks

() SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103 C/P1/P2/E //30S 3ates 07/30/2012 - 08/06/2012

Agency

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7A-9A	12A-1230A Buyline Comment: NEWS	12A-1230A Buyline Comment: NEWS	630P-7P Buyline Comment:	630P-7P Buyline Comment: JEP	5P-630P Buyline Comment: NEWS	5P-630P Buyline Comment: NEWS	7A-9A Buyline Comment: TODAY	W,F 7A-9A Buyline Comment: TODAY	6A-7A Buyline Comment: NEWS	Time
	NEWS	NEWS	JEP	ប្រធ្	NEWS	NEWS	TODAY	TODAY	NEWS	Program
: 30	: 30	: 30	: 30	: 30	:30	: 30	:30	: 30	:30	Len
\$625.00	\$1,000.60	\$1,000.00	\$1,100.00	\$1,100.00	\$1,000.00	\$1,000.00	\$1,400.00	\$1,400.00	\$700.00	Rate
08/04-08/04	07/30-08/03	08/06-08/06	08/06-08/06	07/30-08/03	07/30-08/03	08/06-08/06	08/06-08/06	07/31-08/03	07/30-08/06	
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\$625.00	\$5,000.00	\$1,000.00	\$1,100.00	\$5,500-00	\$5,000.00	\$1,000.00	\$1,400.00	\$4,200.00	\$1,400.00	! _
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Buyline Comment: SAT TODAY

		EC'd Yes	Rep Order#
			6837381
			Ver# 1
			Mod # 0
			1 Mod# 0 Status Confirmed
	Shov		Traffic Order# 104859
	Showing Buylines: All Lines	Last Received: 07/27/2012 1:29 PM	
;	I Lines	07/27/2012	Printed:
		2 1:29 PM	07/27/2012 2:44 PM
			2 0

II Phone# Fax# Station KSNV-TV LAS VEGAS, NV.
Advertiser ().BERKLEY FOR SENATE
Product BERKLEY FOR SENATE Buyer Estimate# Ln MICHAEL D'ETTORRE 30S Day Time Program Flight Dates Hiatus Weeks Agency C/P1/P2/E Agency (() SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103 Len 07/30/2012 - 08/06/2012 Rate Dates Spots/Week # of Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX# Weeks) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845 Total Spots Total Cost

-REPORT TOTALS--

Report Totals: 25 / \$26,225.00

-SALES MONTHLY TOTALS-

Lines not sent/rcld/rtrn: 0 / \$0.00 Station Totals: 25 / \$26,225.00 Sales Totals: 25 / \$26,225.00 --COMPETITIVE-Aug 12: 25 / \$26,225.00

Market Totals \$72,847 CATV XXXX VELX 15% % % KTUD KBLR o% o% KVCW KINC % 8 KLAS KVMY ₩ 30% KVVU KSNV

15%

36%

-- COMPETITIVE COMMENTS-

NEW ORDER

EST SHARES

Books Demos RA35+ JUL12

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Daypart